



ORDER

Flight Dates **08/27/12-08/28/12**

Contract / Revision **308995 /**
Original Date / Revision
 08/23/12 09/19/12
Advertiser **Friends of the Majority**

Agency **Multi Media Services Corpor**
Buying Contact

915 King Street - 2nd Floor
Alexandria, VA 22314

Product
Friends of the Majority
Agency Com 15%
Billing Contact

915 King Street - 2nd Floor
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 101000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	14%	14140
KPNX	20%	20200
KPPX	%	0
KSAZ	23%	23230
KTVK	23%	23230
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	30	\$17,170.00	\$20,200.00	0.00	08/27/12	08/28/12	30	\$17,170.00	\$20,200.00
Totals	30	\$17,170.00	\$20,200.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/27/12	08/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----			4		\$500.00		0.00			
N 2	KNXV	08/27/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----			4		\$500.00		0.00			
N 3	KNXV	08/27/12	08/27/12		CM	5pm-530pm	M-----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00



KNXV

Print Date: 09/19/12

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Contract / Revision **308995** Flight Dates **08/27/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/23/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Friends of the Majority** Product **Friends of the Majority**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5pm-530pm M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$900.00		0.00			
N 4	KNXV	08/27/12	08/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					2	\$1,000.00		0.00			
N 5	KNXV	08/27/12	08/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$1,200.00		0.00			
N 6	KNXV	08/27/12	08/27/12	Nightline Nightline	CM	1035pm-1102pm	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$500.00		0.00			
N 7	KNXV	08/27/12	08/28/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MT-----	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					4	\$175.00		0.00			
N 8	KNXV	08/27/12	08/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					2	\$1,200.00		0.00			
N 9	KNXV	08/27/12	08/28/12	M-F 10am-11am The View	CM	10am-11am	MT-----	:30	1	\$350.00	P-6	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$350.00		0.00			
N 10	KNXV	08/27/12	08/28/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	MT-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$150.00		0.00			
N 11	KNXV	08/27/12	08/28/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MT-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$250.00		0.00			
N 12	KNXV	08/27/12	08/28/12	M-F 1pm-2pm Good Afternoon America	CM	1pm-2pm	MT-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$250.00		0.00			
N 13	KNXV	08/27/12	08/28/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MT-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$450.00		0.00			
N 14	KNXV	08/27/12	08/28/12	M-F 3pm-4pm Right This Minute	CM	3pm-4pm (3:00 PM-3:30 PM)	MT-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$250.00		0.00			
N 15	KNXV	08/27/12	08/28/12	M-F 3pm-4pm Right This Minute	CM	3pm-4pm (3:30 PM-4:00 PM)	MT-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					1	\$250.00		0.00			



KNXV

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Order Sep 00:20:00

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Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	08/27/12	08/28/12	M-F 3pm-4pm Right This Minute	CM	3pm-4pm (3:30 PM-4:00 PM)	MT-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					1	\$250.00		0.00			
N 16	KNXV	08/27/12	08/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MT-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					1	\$650.00		0.00			
N 17	KNXV	08/27/12	08/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MT-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					1	\$650.00		0.00			
N 18	KNXV	08/27/12	08/28/12	Jimmy Kimmel Live Kimmel	CM	1102pm-1206am	MT-----	:30	2	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	08/27/12-09/02/12		Jimmy Kimmel Live		1102pm-1206am	MT-----	:30		(\$250.00)		0.00	NM		
Credited															
N 19	KNXV	08/27/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$5,000.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 30 \$20,200.00